

(Research/Review) Article

The Influence of Social Media Marketing and Electronic Word of Mouth on Purchase Intention with Brand Trust Mediation in Fashion MSMEs in Denpasar City

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Abstract: Purchase intention affects the consumer's decision to consume a product or service. Before making a purchase intention, consumers first consider various factors that affect it. The study aims to analyze the influence of social media marketing and electronic word of mouth on purchase intention by mediating brand trust in Fashion MSMEs in Denpasar City. The population in this study is all Fashion MSME consumers in Denpasar City and a sample of 150 respondents was obtained which was determined using Hair. Data collection was carried out using questionnaires, interviews and documentation. Data analysis was carried out using Structural Equation Modeling based on Partial Least Square (SEM-PLS). The results of the analysis show that social media marketing has a positive and significant effect on purchase intention in Fashion MSMEs in Denpasar City, electronic word of mouth has a positive and significant effect on purchase intention in Fashion MSMEs in Denpasar City, brand trust has a positive and significant effect on purchase intention in Fashion MSMEs in Denpasar City, social media marketing has a positive and significant effect on brand trust in Fashion MSMEs in Denpasar City, electronic word of mouth has a positive and significant effect on brand trust in Fashion MSMEs in Denpasar City, social media marketing has a positive and significant effect on purchase intention in Fashion MSMEs in Denpasar City through brand trust mediation and electronic word of mouth has a positive and significant effect on purchase intention in Fashion MSMEs in Denpasar City through brand trust mediation.

Keywords: Brand Trust; Electronic Word of Mouth; Fashion MSMEs; Purchase Intention; Social Media Marketing.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) have an important role in supporting economic growth, creating jobs, and improving people's welfare. The existence of MSMEs is also one of the pillars of the economy because it is able to adapt to changing market needs and encourage the development of various business sectors (Muthe, 2023). This role is increasingly important as the creative economy sector develops, which provides opportunities for business actors to develop products based on innovation and regional characteristics (Imbayani et al., 2025).

The development of MSMEs in Bali shows great potential, especially in the culinary, handicrafts, tourism, and fashion sectors. As one of the regions with high economic and tourism activities, Bali has a large number of MSMEs spread across all districts and cities. Data on the number of MSMEs in Bali Province in 2024 is presented in Figure 1.

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No.	Kabupaten	Jumlah UMKM
1	Badung	25.894
2	Bangli	29.497
3	Buleleng	66.862
4	Gianyar	46.914
5	Jembrana	59.743
6	Karangasem	33.053
7	Klungkung	17.295
8	Tabanan	40.859
9	Denpasar	69.445
Jumlah		389.562

Figure 1. Total MSMEs in Bali Province in 2024.*Source : BPS Bali Province, 2025*

Figure 1. shows that there are 389,562 MSMEs in Bali Province in 2024. Denpasar City has 69,445 MSMEs and is an area with a high number of MSMEs. This condition shows the magnitude of economic activity and opportunities for the development of various business sectors in the city of Denpasar. However, the large number of business actors also causes competition to increase.

One of the sectors that is developing is fashion MSMEs. The city of Denpasar has a strategic position as a center for trade, creative economy, and business activities in Bali. The development of local fashion products, such as Balinese batik, endek weaving, and various products based on local culture, provides opportunities for MSME actors to reach a wider range of consumers. Data on the number of fashion MSMEs in Bali Province in 2024 is presented in Figure 2.

No.	Kabupaten	Jumlah UMKM Fashion
1	Badung	5.179
2	Bangli	5.899
3	Buleleng	13.372
4	Gianyar	9.383
5	Jembrana	11.949
6	Karangasem	6.611
7	Klungkung	3.459
8	Tabanan	8.172
9	Denpasar	13.889
Jumlah		77.913

Figure 2. Number of Fashion MSMEs in Bali Province in 2024.*Source : BPS Bali Province, 2025*

Based on Figure 2, Denpasar City has the highest number of fashion MSMEs in Bali Province, which is 13,889 units. The high number shows that the fashion sector has great potential, but at the same time creates increasingly fierce competition. MSME actors are not only required to offer attractive products, but also need to implement marketing strategies that are able to build consumer attention and interest.

Another phenomenon can be seen from the development of fashion MSME income in Denpasar City. Although the number of MSMEs will increase in 2024, revenue realization actually shows a decline during the 2020–2024 period. The data is presented in Figure 3.

No.	Tahun	Jumlah UMKM	Target (Rp)	Pendapatan (Rp)	Realisasi (%)
1	2020	8.166	1.700.000.000.000	1.600.000.000.000	94,12
2	2021	7.666	1.750.000.000.000	1.550.000.000.000	88,57
3	2022	7.815	1.800.000.000.000	1.580.000.000.000	87,78
4	2023	7.865	1.850.000.000.000	1.540.000.000.000	83,24
5	2024	13.889	1.900.000.000.000	1.560.000.000.000	82,11

Figure 3. Fashion MSME Income in Denpasar in 2020-2024.*Source : Denpasar City Cooperatives and MSMEs Office, 2025*

Figure 3. shows that the realization of fashion MSME income has decreased from 94.12% in 2020 to 82.11% in 2024. In 2024, the number of MSMEs will increase considerably to 13,889 units, but the increase in the number of business actors has not been followed by

the achievement of optimal income. This phenomenon indicates that there are challenges in encouraging consumers to have a buying interest or *purchase intention* for fashion MSME products.

One of the factors allegedly related to *purchase intention* is *social media marketing*. Social media provides opportunities for MSMEs to introduce products, convey information, build interactions, and reach consumers more widely. However, the results of initial observations and interviews show that the implementation of *social media marketing* in several fashion MSMEs in Denpasar City still faces obstacles. Published content is not always consistent, visual design is still limited, product information is not complete, and interaction with consumers is not optimal. These conditions can affect consumer interest in the products offered.

Another factor that needs to be considered is *electronic word of mouth* (e-WOM). Consumers today can obtain information about products through reviews, recommendations, comments, and other user experiences spread through digital media. The results of the initial interviews show that there are consumers who still doubt the credibility of some reviews, while there are also negative reviews related to product suitability, product variety, and service quality. This information can affect the way consumers evaluate a product before deciding to make a purchase.

Previous research has tested the relationship between *social media marketing*, e-WOM, and *purchase intention*. (Erlangga et al., 2021) found that *social media marketing* have a positive and significant effect on *purchase intention*. The same results were also found by (Nguyen, T., & Tran, 2023). However, different results were obtained (Ibrahim et al., 2021) which shows that *social media marketing* has no significant effect on *purchase intention*.

Inconsistencies in results were also found in the relationship between e-WOM and *purchase intention*. (Handoko, B., & Melinda, 2021) found positive and significant influences, as well as research (Martínez, L., & Castillo, 2024). Instead, (Majeed, M., Ashraf, M., & Zafar, 2023), finding that e-WOM had no significant effect on *purchase intention*. The difference in findings shows that there is a *research gap* About Influence *social media marketing* and e-WOM against *purchase intention*.

Previous research has the power because it has elucidated the role of digital marketing and consumer information in influencing buying interest. However, some research still focuses on the direct relationship between variables. In fact, consumers do not always immediately form buying interest after receiving information through social media or e-WOM. Consumers can first evaluate the information and form trust in the brand.

Based on these conditions, this study uses *brand trust* as a mediation variable. *Brand trust* becomes important because consumer trust in a brand can be a consideration before an interest in buying arises. The relationship is supported by research (Ibrahim et al., 2021) who finds influence *social media marketing* against *brand trust*. In addition, (Sari et al., 2021) showed that e-WOM can influence *brand trust*. Role *brand trust* as a mediating variable is also supported by research (Costa, R., & Ribeiro, 2024; Hassan, R., & Elmorsy, 2025).

Based on these phenomena and *research gaps*, this study aims to analyze the influence of social media marketing and electronic word of mouth on purchase intention with brand trust as a mediating variable in fashion MSMEs in Denpasar City. This research is expected to contribute to explaining the inconsistencies in previous research results, especially by including *brand trust* as a mechanism that bridges the relationship between digital marketing activities and consumer buying interest. In addition, the results of the research are expected to be input for fashion MSME actors in optimizing the use of social media, managing consumer reviews, and building trust in brands.

2. Preliminaries or Related Work or Literature Review

Social Media Marketing

Social media marketing is a marketing strategy that utilizes social media platforms to increase visibility, build interactions, and establish relationships with consumers. This strategy allows for two-way communication so that companies can get feedback and respond to consumer needs more quickly (Kim & Ko, 2022). Apart from being a promotional medium, *social media marketing* also functions as a means to build closer engagement and relationships with customers (Sano, 2022). Gurnelius (2021:10) states that social media marketing can be used to build consumer awareness, recognition, and action of a brand or product through various digital platforms and content.

Electronic Word Of Mouth

Electronic word of mouth (e-WOM) is a positive or negative statement or information about products, services, or brands submitted by consumers through internet media (Kotler, P., & Keller, 2022). e-WOM information, such as consumer reviews and experiences, can be a source of information that is considered more credible because it comes from other users and is not directly oriented to the commercial interests of the company (Chen et al., 2022). In addition, e-WOM can influence consumers' perception of the value of a product or brand and provide confidence in the purchase decision-making process (Cheung & Thadani, 2022; Rosidi et al., 2021).

Brand Trust

Brand trust is a consumer's belief in a brand that is formed based on the knowledge and judgment they have (Mowen & Minor, 2022). According to Priansa (2022), *brand trust* is a psychological condition related to consumers' willingness to accept a brand based on expectations for the brand's behavior and capabilities. Maharani's 2022 research states that *brand trust* reflects consumer confidence in a brand's reliability, integrity, and ability to deliver positive results. Thus, *brand trust* can be interpreted as consumer belief that a brand can be trusted and is able to meet its expectations.

Purchase Intention

Purchase intention is the tendency or intention of consumers to buy a product after evaluating the various options available. (Kotler, P., & Keller, 2022) states that at the evaluation stage, consumers form a preference for a brand and can develop an intention to buy the most chosen brand.

According to Alma (2021), *purchase intention* It is formed through the information processing process that is influenced by various factors until consumers determine the product to be purchased. Tjiptono (2023) explains that *purchase intention* is part of consumer behavior related to the decision-making process before making a purchase. In addition, Pakpahan (2021) stated that buying interest can be influenced by consumer characteristics and the process of searching and considering information before determining the product to be purchased.

Thus, *purchase intention* can be interpreted as the tendency of consumers to buy a product after going through the process of searching for information, evaluation, and consideration of various available alternatives.

3. Materials and Method

This study uses a quantitative approach with the aim of analyzing the influence of *social media marketing* and *electronic word of mouth* on *purchase intention* with *brand trust* as a mediating variable. The research was conducted on fashion MSME consumers in Denpasar City. The population of the study is the people of Denpasar City whose exact number is unknown. The sample was determined using the Hair approach with a total of 10 times the number of indicators, so that 150 respondents were obtained. The sampling technique used *purposive sampling* with the criteria of respondents being at least 17 years old, domiciled in Denpasar City, and actively using social media.

The research variables consisted of *social media marketing* (X1) and *electronic word of mouth* (X2) as exogenous variables, *brand trust* (M) as the mediation variable, and *purchase intention* (Y) as endogenous variables. The data used consists of primary and secondary data. Primary data was obtained through the distribution of questionnaires to respondents, while secondary data was obtained from documents related to the research object. The research instrument uses a five-level Likert scale and is arranged based on the indicators of each variable. Data collection techniques are carried out through questionnaires, interviews, and documentation.

Data analysis was carried out descriptively and inferentially using the *Partial Least Square-Structural Equation Modeling* (PLS-SEM) method with the help of SmartPLS software. The evaluation of the measurement model (*outer model*) was carried out through *convergent validity*, *discriminant validity*, and construct reliability tests. The evaluation of the structural model (*inner model*) was carried out by looking at the values of R-square (R^2) and Q-square (Q^2). Hypothesis testing was carried out through a *bootstrapping* procedure with a p-value significance criterion of ≤ 0.05 . Mediation effect testing was carried out to determine the role of *brand trust* in mediating the influence of *social media marketing* and *electronic word of mouth* on *purchase intent*.

4. Results and Discussion

Inferential analysis was conducted using Partial Least Squares (PLS) with SmartPLS 3.0. The analysis involved the following steps:

Evaluation of Measurement Model (Measurement Mode/Outer Model)

Convergent Validity

	Outer Loading	P values
X1.1 <- <i>Social Media Marketing</i>	0.865	0.000
X1.2 <- <i>Social Media Marketing</i>	0.915	0.000
X1.3 <- <i>Social Media Marketing</i>	0.915	0.000
X2.1 <- <i>Electronic Word of Mouth</i>	0.933	0.000
X2.2 <- <i>Electronic Word of Mouth</i>	0.892	0.000
X2.3 <- <i>Electronic Word of Mouth</i>	0.820	0.000
M1 <- <i>Brand Trust</i>	0.895	0.000
M2 <- <i>Brand Trust</i>	0.908	0.000
M3 <- <i>Brand Trust</i>	0.896	0.000
M4 <- <i>Brand Trust</i>	0.826	0.000
Y1 <- <i>Purchase Intention</i>	0.865	0.000
Y2 <- <i>Purchase Intention</i>	0.808	0.000
Y3 <- <i>Purchase Intention</i>	0.758	0.000
Y4 <- <i>Purchase Intention</i>	0.793	0.000
Y5 <- <i>Purchase Intention</i>	0.817	0.000

Figure 4. Outer Loading Test Results.

Based on Table 4., all indicators in the construct of *social media marketing*, *electronic word of mouth*, *brand trust*, and *purchase intention* have an *outer loading* value of > 0.70 . The results show that all indicators have met the *convergent validity criteria* and are declared valid in measuring their respective constructs

Discriminant Validity

Fornell-Larcker criterion				
	<i>Brand Trust</i>	<i>Electronic Word Of Mouth</i>	<i>Purchase Intention</i>	<i>Social Media Marketing</i>
<i>Brand Trust</i>	0.882			
<i>Electronic Word Of Mouth</i>	0.690	0.883		
<i>Purchase Intention</i>	0.709	0.697	0.809	
<i>Social Media Marketing</i>	0.574	0.574	0.681	0.899

Figure 5. Results of the Discriminant Validity Test.

Based on Figure 5, it shows that the results of the calculation of the loading factor from each construct indicator of *social media marketing*, *electronic word of mouth*, *brand trust* and *purchase intention* have the highest loading factor to the intended construct compared to the loading factor and is declared valid.

Reliability

	Cronbach's alpha	Composite reliability (rho a)	Keterangan
<i>Social Media Marketing</i>	0.881	0.886	Reliabel
<i>Electronic Word of Mouth</i>	0.858	0.877	Reliabel
<i>Brand Trust</i>	0.904	0.909	Reliabel
<i>Purchase Intention</i>	0.868	0.871	Reliabel

Figure 6. Reliability Test Results.

Based on Figure 6., it shows that the value of the entire construct of *social media marketing*, *electronic word of mouth*, *brand trust* and *purchase intention* variables has shown values greater than 0.70 so that they meet the reliability requirements based on *the composite reliability* and *cronbach alpha criteria*.

Evaluation of Measurement Model (Measurement Mode/Outer Model) Evaluation of Structural Models Through R-Square (R²)

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Brand Trust</i>	0.523	0.517
<i>Purchase Intention</i>	0.653	0.646

Figure 7. R-Square Test Results.

Based on Figure 7., the R² value of *brand trust* of 0.523 indicates that 52.3% of *brand trust* variations can be explained by *social media marketing* and *electronic word of mouth*, while the remaining 47.7% are explained by factors outside the study model. Meanwhile, the R² *purchase intention* value of 0.653 showed that 65.3% of the variation in *purchase intention* could be explained by *social media marketing*, *electronic word of mouth*, and *brand trust*, while the remaining 34.7% was explained by factors outside the research model.

Evaluation of Structural Models Through Q-Square Predictive Relevance (Q²)

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Brand trust</i>	0.523	0.517
<i>Purchase intention</i>	0.653	0.646
$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2)$ $= 1 - (1 - 0,523) (1 - 0,653)$ $= 1 - (0,477) (0,347)$ $= 1 - (0,165519)$ $= 0,834481 \text{ dibulatkan menjadi } 0,835$		

Figure 8. Q-Square Test Results.

The results of the Q² calculation of 0.835 (83.5%) can be explained through the relationship between the variables of *social media marketing*, *electronic word of mouth* and *brand trust* with *purchase intention*, while the remaining 16.5% are other factors outside the research model. Referring to the strong criteria of the weak model based on *the Q-Square Predictive Relevance* (Q²) value, this model is relatively strong.

Hypothesis Testing

Hypothesis testing in this study included the assessment of both direct and indirect effects among the research variables. The relationships among the variables are presented in Table 9 as follows.

Konstruk	<i>Original sample (O)</i>	<i>T statistics</i>	<i>P values</i>	Keterangan
Pengaruh Langsung				
<i>Social Media Marketing => Purchase Intention</i>	0.334	7.404	0.000	Diterima
<i>Electronic Word of Mouth => Purchase Intention</i>	0.281	4.357	0.000	Diterima
<i>Brand Trust => Purchase Intention</i>	0.324	4.802	0.000	Diterima
<i>Social Media Marketing => Brand Trust</i>	0.264	3.834	0.000	Diterima
<i>Electronic Word of Mouth => Brand Trust</i>	0.538	8.277	0.000	Diterima
Pengaruh Tidak Langsung				
<i>Social Media Marketing => Brand Trust</i>	0.086	2.947	0.003	Parsial Mediasi
<i>Electronic Word of Mouth => Brand Trust</i>	0.174	4.293	0.000	Parsial Mediasi

Figure 9. Results of the relationship between variables.

- a. *Social media marketing* has a positive and significant effect on *purchase intention* with a path coefficient of 0.334, t-statistic of 7.404, and *p-value* of $0.000 < 0.05$. Thus, H1 is accepted.
- b. *Electronic word of mouth* had a positive and significant effect on *purchase intention* with a path coefficient of 0.281, t-statistic of 4.357, and *p-value* of $0.000 < 0.05$. Thus, H2 is accepted.
- c. *Brand trust* had a positive and significant effect on *purchase intention* with a path coefficient of 0.324, t-statistic of 4.802, and *p-value* of $0.000 < 0.05$. Thus, H3 is accepted.
- d. *Social media marketing* has a positive and significant effect on *brand trust* with a path coefficient of 0.264, t-statistic of 3.834, and *p-value* of $0.000 < 0.05$. Thus, H4 is accepted.
- e. *Electronic word of mouth* had a positive and significant effect on *brand trust* with a path coefficient of 0.538, t-statistic of 8.277, and *p-value* of $0.000 < 0.05$. Thus, H5 is accepted.
- f. *Social media marketing* has a positive and significant effect on *purchase intention* through *brand trust* with a path coefficient of 0.086, t-statistic of 2.947, and *p-value* of $0.003 < 0.05$. Because the direct influence is also significant, *brand trust* mediates partially and H6 is accepted.
- g. *Electronic word of mouth* had a positive and significant effect on *purchase intention* through *brand trust* with a path coefficient of 0.174, t-statistic of 4.293, and *p-value* of $0.000 < 0.05$. Because the direct influence is also significant, *brand trust* mediates partially and H7 is accepted.

Discussion

The Influence of Social Media Marketing on Purchase Intention

The results of the study show that *social media marketing* has a positive and significant effect on *purchase intention*. This means that the better the implementation of *social media marketing*, the higher the consumer buying interest in fashion MSMEs in Denpasar City. Content that is engaging, informative, consistent, and interacts through social media can increase consumer interest and closeness to brands. These findings are in line with *the Theory of Reasoned Action* (TRA), which explains that persuasive information and communication can form positive attitudes and subjective norms that drive purchase intent. The results of this study are supported by Erlangga et al. (2021), Solihin and Ahyani (2022), Winarno and Indrawati (2022), Nguyen and Tran (2023), Romadhoni et al. (2023), Rahman and Sultana (2024), and Kim and Choi (2025) who found that *social media marketing* has a positive and significant effect on *purchase intention*.

Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention

The results of the study show that *electronic word of mouth* has a positive and significant effect on *purchase intention*. This means that the better and more positive information, reviews, and recommendations submitted by consumers through digital media, the higher the consumer buying interest in fashion MSMEs in Denpasar City. Information from consumers is considered more credible because it is relatively uninfluenced by commercial motives (Chen et al., 2022). These findings are in line with *the Theory of Reasoned Action* (TRA), that reviews and other consumer experiences can shape subjective attitudes and norms that drive purchase intent. These results are supported by Handoko and Melinda (2021) who show that reviews and recommendations through digital media can increase the confidence of potential buyers; Siddiqui et al. (2021) who found that e-WOM positively increases consumers' tendency to buy; Jasin (2022) who showed that the quality and quantity of consumer e-WOM play a role in increasing buying interest; Lee and Wong (2023) who found that information from other consumers can strengthen confidence in products; Abouzeid et al. (2023) who prove the positive influence of e-WOM on *purchase intent*; Martinez and Castillo (2024) who show that online recommendations drive purchase intent; and Ahmed and Faooq (2025) which again proved that e-WOM has a positive and significant effect on *purchase intention*. Thus, the results of this study are consistent with previous research that the more positive and credible e-WOM consumers receive, the higher *the purchase intention*.

The Influence of Brand Trust on Purchase Intention

The results of the study show that *brand trust* have a positive and significant effect on *purchase intention*. This means that the higher the consumer trust in the brand, the higher the buying interest in fashion MSMEs in Denpasar City. Trust in the quality, reliability, and ability of a brand to meet consumer expectations can reduce risk perception and increase confidence in making purchases. These findings are in line with *Theory of Reasoned Action* (TRA), that trust in brands can form a positive attitude that then encourages purchase intentions. The results of this study are supported by Chung (2024) who shows that trust in brands increases consumers' tendency to buy; Chen and Qasim (2024) who found that *brand trust* strengthen consumer confidence so as to increase *purchase intention*; Rodriguez and Fernandez (2025) who prove the existence of a positive influence *brand trust* against *purchase intention*; and (Al-Marooof, R. S., & Al-Emran, 2023; Brown, 2024) which also found that *brand trust* has a positive effect on *purchase intention*. Thus, the results of this study are consistent with previous research that the higher the consumer trust in a brand, the stronger the interest in making a purchase.

The Influence of Social Media Marketing on Brand Trust

The results of the study show that *social media marketing* have a positive and significant effect on *brand trust*. This means that the better the implementation *social media marketing*, the higher the consumer trust in fashion MSMEs in Denpasar City. Informative, authentic, consistent, and responsive content through social media can strengthen consumers' perception of brand openness, credibility, and professionalism. These findings are in line with *Theory of Reasoned Action* (TRA), that good information and communication form positive beliefs (*Beliefs*) to the brand which further builds consumer attitudes and trust. The results of this study are supported by (Ibrahim et al., 2021) which shows that marketing activities through social media can increase consumer trust in brands (Harvina, M., Wahyudi, A., & Lestari, 2022; Hassan, R., & Elmorsy, 2025) who found that *social media marketing* play a role in building trust through communication and information provided to consumers; Zhang and Liu (2023) who prove positive influences *social media marketing* against *brand trust*; Torres and Medina (2024) who found that social media interaction and content can strengthen consumer trust and (Ali, A., & Javed, 2023) which again shows a positive influence *social media marketing* against *brand trust*. Thus, the results of this study are consistent with previous research that the better the marketing strategy through social media, the higher the consumer trust in the brand.

Pengaruh Electronic Word Of Mouth Terhadap Brand Trust

The results of the study show that *electronic word of mouth* have a positive and significant effect on *brand trust*. This means that the better and more positive reviews, recommendations, and consumer experiences spread through digital media, the higher consumer trust in fashion MSMEs in Denpasar City. Information between consumers can influence the perception of the value of products, services, and brands and is considered more objective because it comes from the user experience (Cheung, C. M. K., & Thadani, 2022). These findings are in line with *Theory of Reasoned Action* (TRA), that e-WOM as external information can form positive beliefs about brand credibility which further strengthens the attitude and *brand trust*. The results of this study are supported by Sari et al. (2021) which show that positive e-WOM can increase consumer confidence; Susanti and Wulandari (2021) who found that consumer reviews play a role in shaping trust in brands; Tjahjaningsih et al. (2022) who show that information from other consumers can strengthen brand credibility; Zhang and Liu (2023) and Putri and Fauzi (2023) who found that e-WOM has a positive effect on *brand trust*; Torres and Medina (2024) who show that online recommendations can strengthen consumers' perception of brand credibility; and Ali and Qureshi (2025) which again proved the positive influence of e-WOM on *brand trust*. Thus, the more positive and credible e-WOM that consumers receive, the stronger the trust in the brand.

The Influence of Social Media Marketing on Purchase Intention Through Brand Trust

The results of the study show that *electronic word of mouth* have a positive and significant effect on *purchase intention* through *brand trust*. *Brand trust* proven to partially mediate the relationship because e-WOM has a significant direct effect on *purchase intention* and also indirectly through *brand trust*. Reviews, recommendations, and positive experiences from other consumers provide a sense of security and reduce doubts in making purchase decisions (Rosidi et al., 2021). A positive and credible e-WOM forms consumer confidence in the quality and reliability of the brand, then this trust encourages purchase intent. These findings are in line with *Theory of Reasoned Action* (TRA), that the experiences and opinions of other consumers form confidence, increasing *brand trust*, then affect attitudes and buying intentions.

The results of this study are supported by Ezzat et al. (2022) who show that *brand trust* can strengthen the influence of e-WOM on *purchase intention*, (Ali, A., & Javed, 2023; Kaur, H., & Bhattacharya, 2023) who found that brand trust acts as a mediator between e-WOM and purchase intent; Morales and Vega (2024) and Chandra and Lestari (2024) who prove that e-WOM builds trust which further increases *purchase intention*, and (Hassan, R., & Elmorsy, 2025) who again found that *brand trust* able to mediate the influence of e-WOM on *purchase intention*. Thus, the more positive the e-WOM that consumers receive, the higher the *brand trust* and the stronger *purchase intention*.

6. Conclusion

This study shows that *social media marketing*, *electronic word of mouth*, and *brand trust* have a positive and significant effect on *purchase intention*. In addition, *social media marketing* and *electronic word of mouth* also have a positive and significant effect on *brand trust*. *Brand trust* has been proven to partially mediate the influence of *social media marketing* and *electronic word of mouth* on *purchase intent*. These findings show that improving the quality of positive social media and e-WOM marketing can strengthen consumer confidence and further increase buying interest in fashion MSMEs in Denpasar City. Practically, MSMEs need to improve the quality of content, interaction with consumers, and encourage positive and credible reviews to build trust and interest in buying. Further research is suggested to add other variables and expand the object or area of the research so that the results are more comprehensive.

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